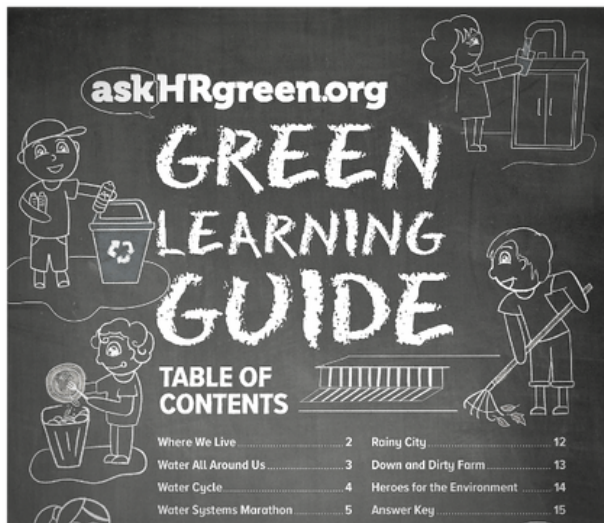




ANNUAL

REPORT



2018-2019

askHRgreen.org

Katie Cullipher

About askHRgreen.org

Recycling & Beautification Committee
Stormwater Education Committee
Water Awareness Committee
Fats, Oils and Grease (FOG) Education Committee



by the numbers...

11 MILLION *impressions*

325,800 *estimated attendance at 42 community events*

58,893 *visitors to askHRgreen.org*

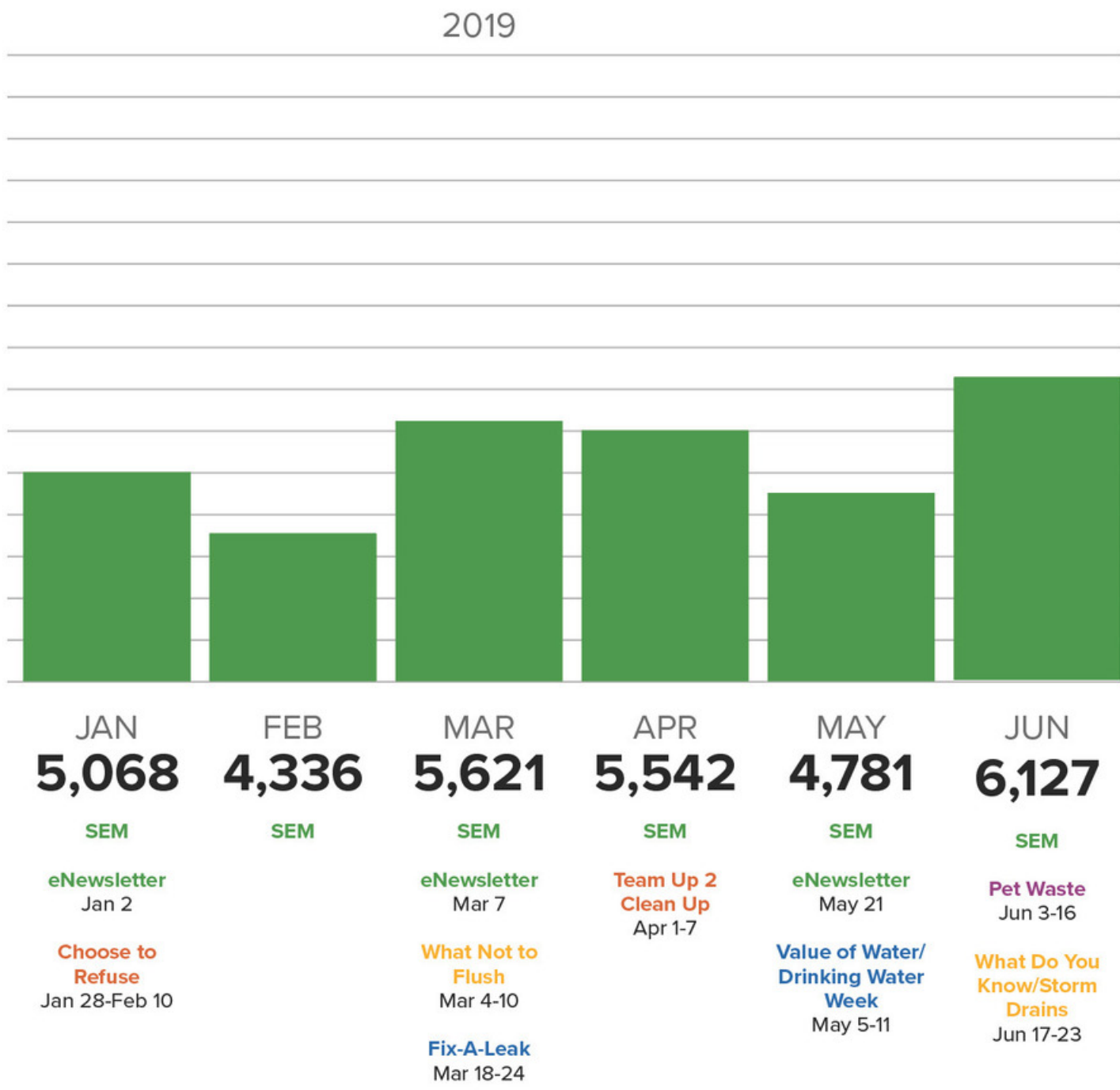
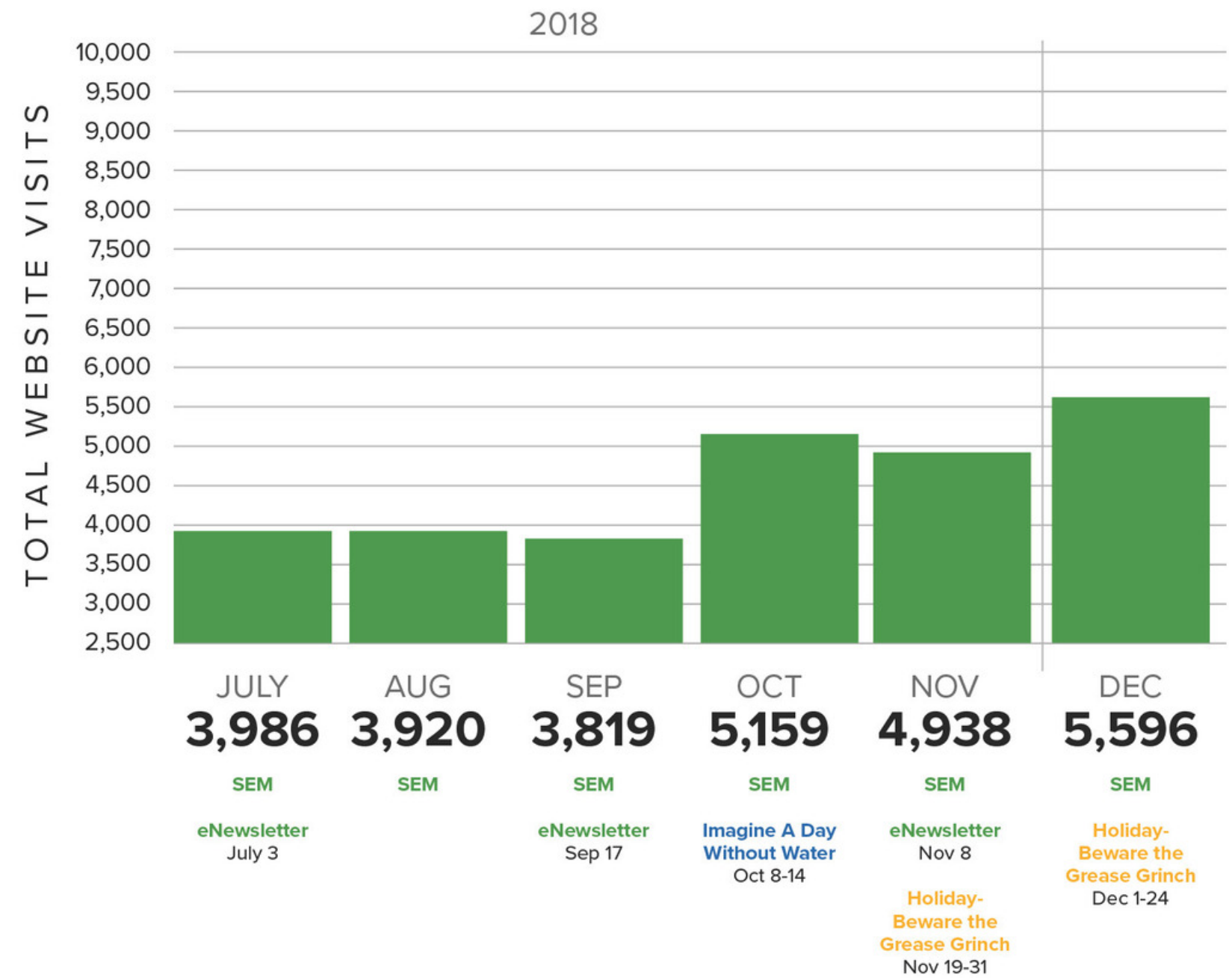
22,000 *Green Learning Guides distributed*

7,497 *students impacted by mini grants*

64 *pet waste stations installed*



PROMOTIONS + WEBSITE VISITATION



Search Engine Marketing Campaign Results

	2018-19	2017-18	2016-17
Impressions	210,695	169,140	107,920
Clicks	11,087	7,330	4,226
CTR (click-thru rate)	5.26%	4.33%	3.92%

ASKHRGREEN.ORG EDUCATION TRAILER



Before

Original askHRgreen campaign branding, wrapped in 2012



After

New tires, lights, window seals, electrical wiring, sheet metal repairs, updated wrap design



42 Community Events

askHRgreen.org volunteers attended events across the region with estimated attendance in total of 325,800



BAY STAR HOMES

372 new Bay Star Homes added
3,072 total households enrolled

BAY STAR BUSINESS

Launched the program in June 2018
39 companies including landscapers, museums,
marinas, schools, restaurants, real estate firms

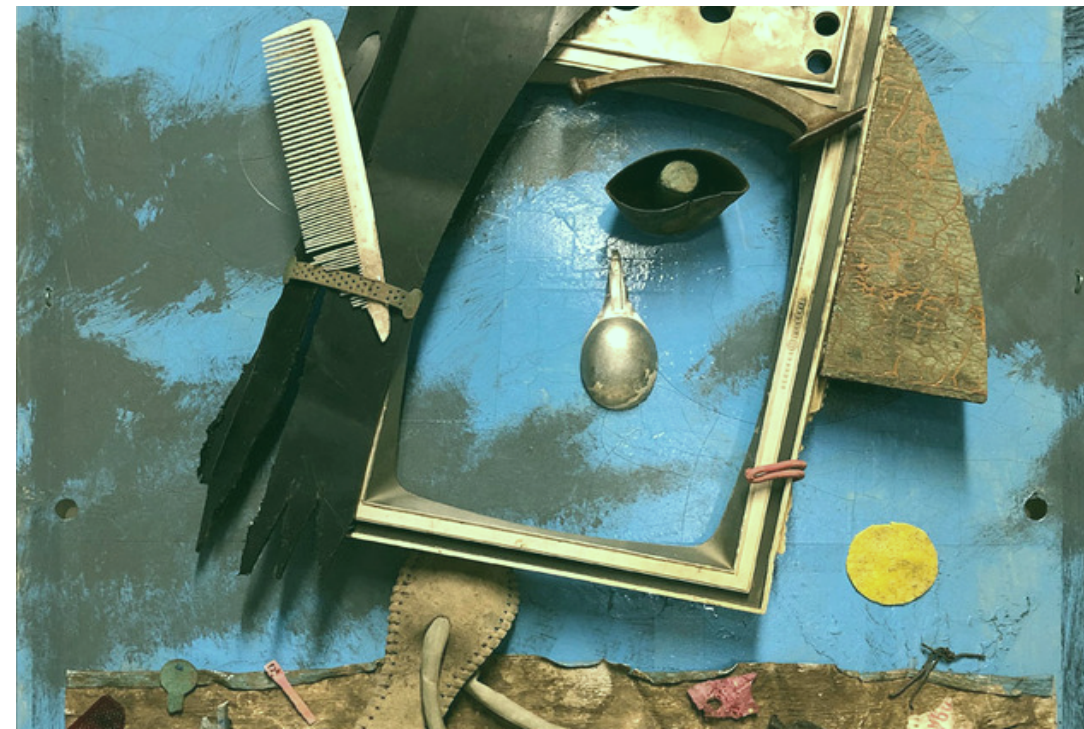


NEW INITIATIVES & PARTNERSHIPS



Imagine a Day Without Water

Partnership with 23 local breweries and coffee shops.



Great American Cleanup

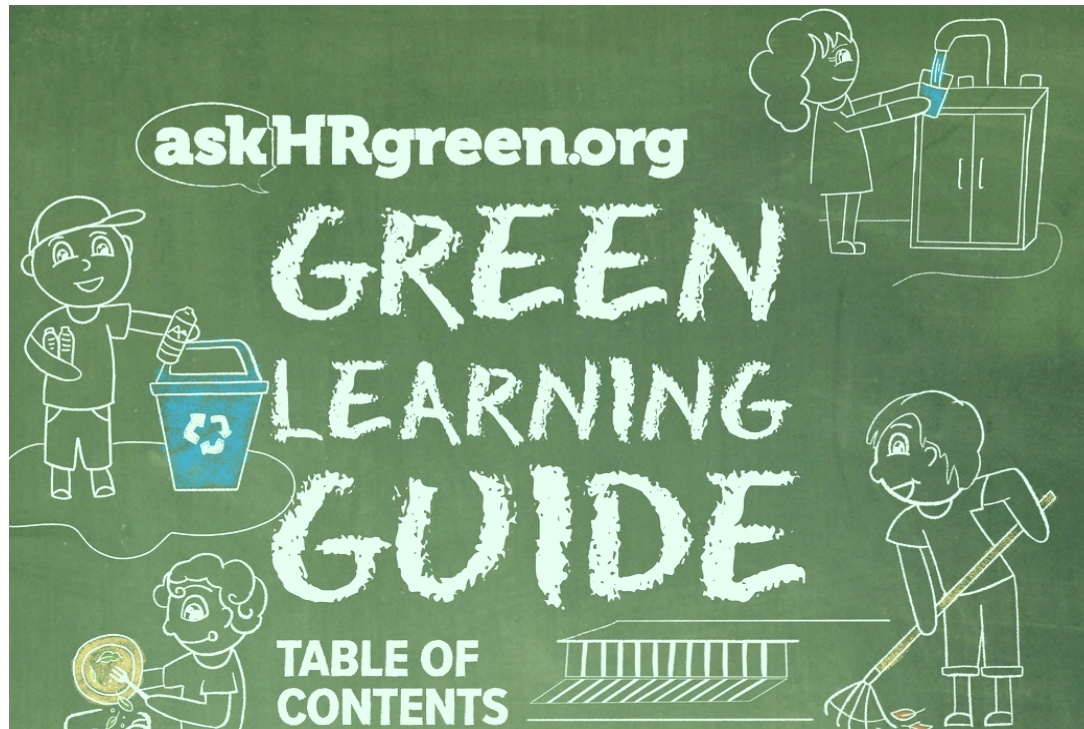
In partnership with Hampton Roads localities, Keep Virginia Beautiful, and local scrap artist.



Straw-Free Earth Day

Partnership with Keep it Beachy Clean and 69 local restaurants.

STUDENT OUTREACH



Green Learning Guide

22,000 copies distributed to third grade students enrolled in the 2018-19 school year



Sidewalk Message Campaign

80 locations in nine cities were tagged with a "Write as Rain" message



Mini Grant Program

20 projects supported by \$9,668 in grant funding - 7,497 students impacted

Pet Waste Station

GRANT PROGRAM

64

New stations awarded and installed in 12 localities across the region in FY19

349

Total stations have been installed since the program began in 2013





Chesapeake Bay Restoration Fund

\$5,000 Grant

Purchased 17 pet waste stations

Conducted four rain barrel workshops in Suffolk, Virginia Beach, Newport News, and James City County. 60 participants each received rain barrels and native plants.

Illicit Discharge

Industry-specific Targeted Outreach

WORKING TOGETHER FOR CLEAN, HEALTHY WATERWAYS



GOOD TO KNOW

Lawn care, landscaping, and pest control practices can impact water quality.

When it rains, soil, mulch, leaves/yard waste, fertilizers, pesticides, and herbicides flow across yards and paved areas winding their way through streets and storm drains before entering our local waterways.

The Causes

- Poorly positioned/functioning sprinklers waste water and increase the number of pollutants flowing into storm drains.
- Leaves, grass clippings, and tree trimmings that are swept or blown into the street or storm drains are also water pollutants.
- Fertilizers, pesticides, and herbicides that wash off lawns and landscaped areas contaminate water bodies.

The Impact

- Yard waste encourages algal blooms to form, robbing the water of oxygen.
- Fish and other aquatic life are harmed by lawn chemicals.
- Beaches are closed.
- Shellfish harvesting areas are closed.
- Streets are easily flooded when storm drains are clogged with yard waste.

Following best management practices can prevent stormwater pollution and protect our waterways.

Learn more at askHRgreen.org
askHRgreen.org askHRgreen.org

GOOD TO DO

Landscaping Best Management Practices



Yard Waste

- ✓ Blow, sweep, or rake yard waste onto landscaped areas and away from roads, parking lots, sidewalks, and storm drains.
- ✓ Avoid mowing where the discharge chute faces the road or drainage ditches; mow toward the center of the lawn.
- ✓ Compost leaves, grass clippings, and other yard waste.



Fertilizers, Herbicides & Pesticides

- ✓ Use natural and non-toxic alternatives when possible.
- ✓ Avoid applying near curbs and driveways and never before a rain event.
- ✓ Use pesticides sparingly and according to instructions on the label.
- ✓ Do not use pesticides or fertilizer within 10 feet of lakes, streams, ponds, or drainage areas.
- ✓ If you must use chemical fertilizers, herbicides or pesticides: spot apply, rather than blanketing an area.
- ✓ Protect stockpiles and materials from wind and rain by storing under tarps or secured plastic sheeting.



Watering

- ✓ Adjust sprinkler heads so they water lawn and plants, not sidewalks or pavement.
- ✓ Use native or drought tolerant plants when possible.



Spills & Disposal

- ✓ Sweep or soak up spills on parking lots, driveways or sidewalks.
- ✓ Dispose of excess pesticides, fertilizers, herbicides and other chemical waste at a hazardous waste facility.
- ✓ Repair equipment leaks and use oil absorber to collect oil and dispose of it in the trash.

BAY STAR

Business Partner

Sign up to become a Bay Star Business Partner!
Learn more at askHRgreen.org/BayStarBusiness



Pet Services

WORKING TOGETHER FOR CLEAN, HEALTHY WATERWAYS



GOOD TO KNOW

Boarding, grooming, and other pet care activities often involve cleaning products and waste materials that, if spilled or disposed of improperly, can pollute our local waterways and harm the public.

Where the Water Flows

The sanitary sewer and stormwater systems are separate systems designed to manage water in different ways. The sanitary sewer system carries wastewater to a treatment plant whereas the stormwater system carries rain and runoff directly to local waterways, picking up dirt, debris, pet waste, soaps, etc. along its path.

The Source of Stormwater Pollution

- Pet waste is not fertilizer. It is filled with harmful nutrients and bacteria that, if not disposed of properly, can be toxic to people, pets, and wildlife.
- Soaps and cleaning products (even those labeled "biodegradable") are toxic to aquatic life.
- Fur/hair or other solids in wash water can cause blockages in the sanitary sewer system.

The Impact of Stormwater Pollution

- Cleaning products and pet waste contaminate local waterways, making them unsafe.
- Beaches and shellfish harvesting areas close.

Following best management practices protects our waterways.



Learn more at askHRgreen.org
askHRgreen.org askHRgreen.org



Automotive Services

WORKING TOGETHER FOR CLEAN, HEALTHY WATERWAYS



GOOD TO KNOW

How we maintain vehicles plays an important role in keeping local waterways clean.

- Outside operations and maintenance activities can contaminate stormwater runoff.
- Motor oil, anti-freeze, gasoline, and brake fluid contain toxic chemicals and metals that pollute local waterways.
- Wash water contains detergent, dirt, and chemicals that harm the environment and are illegal to discharge.

The Source of Stormwater Pollution

- Vehicle leaks.
- Washing vehicles on paved surfaces.
- Improper chemical storage.
- Waste from grinding, painting, coating, sanding, degreasing, or parts cleaning.

The Impact of Stormwater Pollution

- Chemicals and metals contaminate local waterways, making them unsafe for swimming.
- Contaminated wash water clouds waterways, harming aquatic life.

Following best management practices protects our waterways.

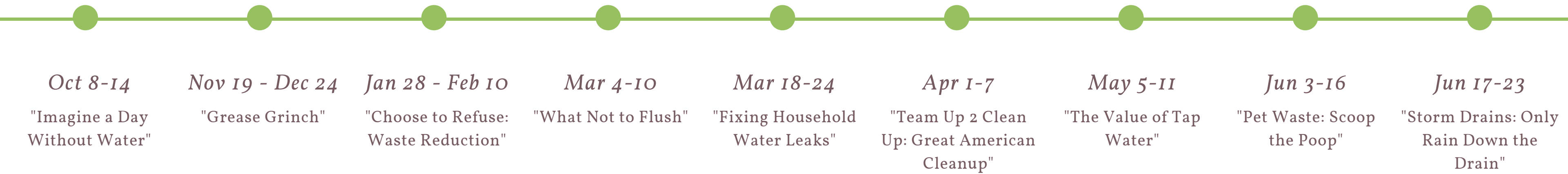


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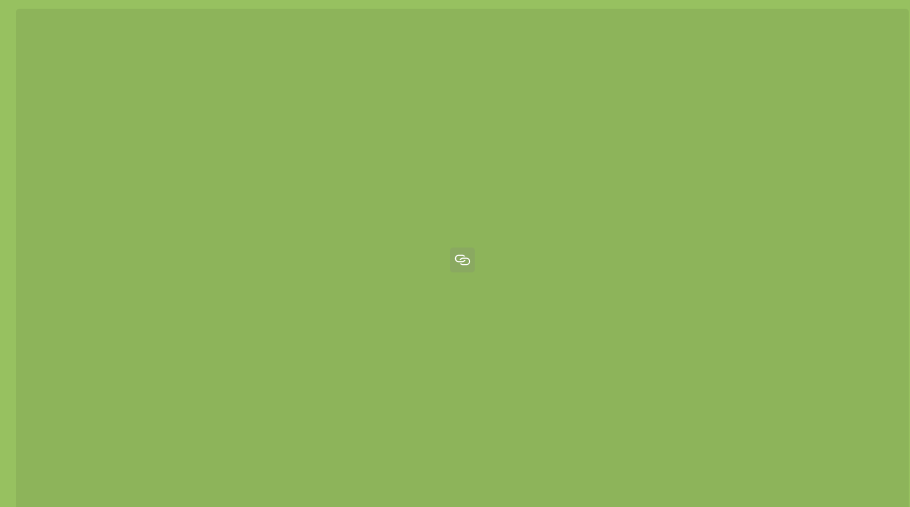
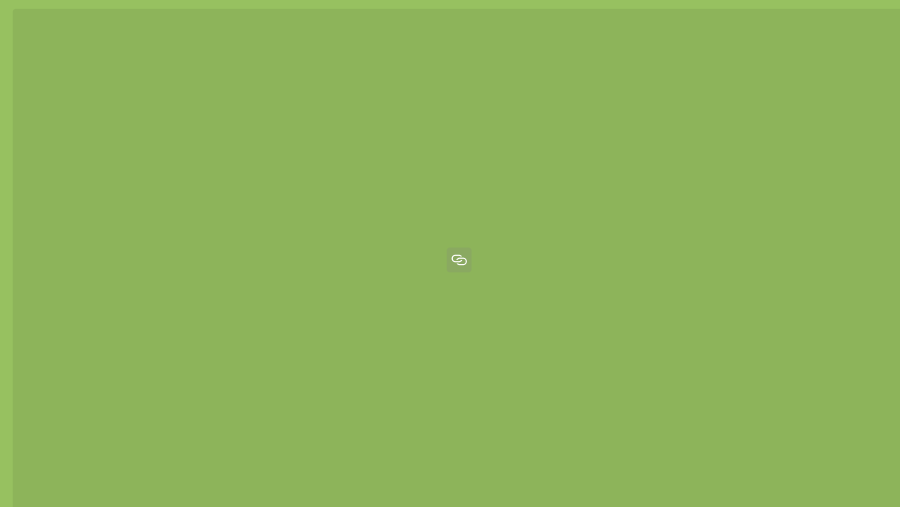
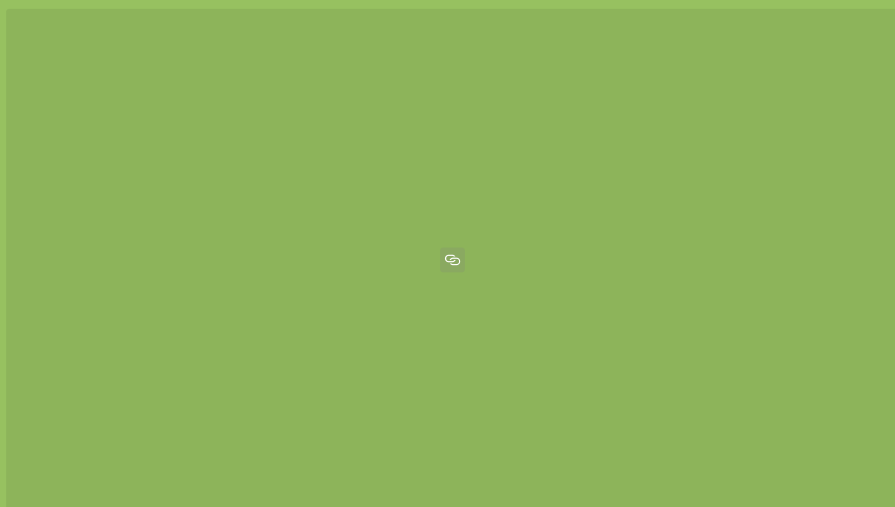
Landscaping Companies

2018-19 Media Campaigns





NEW CREATIVE





Public Relations

11 news releases | 28 articles and interviews

Total circulation 689,555

Total budget \$5,280

Publicity value \$57,575

ROI 10.9:1

Combined Media Results

52 consecutive weeks of advertising

11 MILLION *media impressions*

378,004 *video views*

25,631 *clicks*

\$157,257 *promotional campaign budget*

\$311,188 *media exposure value*

1.9:1 *return on investment*

